

# Canada Kicks Off 2014 With Lunar New Year Set

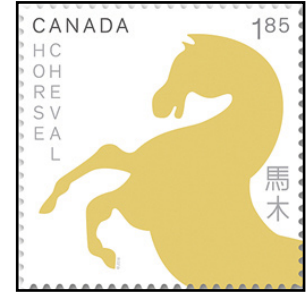


As has become customary, the first commemorative set of the year from Canada is the annual Lunar New Year set. The set was issued on January 13, in anticipation of the Year of the Horse that began on January 31, 2014 and will run until February 18, 2015.

According to the Canada Post news release, "Those born under the sign have more than their fair share of ingenuity, a gift for communication and a taste for the spotlight—traits that also set the benchmark for this year's stamp design. Throughout the design process, Paprika's Louis Gagnon and Daniel Robitaille were keenly aware of the need to balance innovation and tradition. They focused on attributes that would not only result in a timeless design for this issue but also continue the high level of artistry and refinement that has been the hallmark of the Lunar New Year series."

"The horse is shown in movement, its mane and tail touching from one stamp to the next," said Gagnon. "The embossing also creates a multi-dimensional look and feel, adding to the physicality of the horse, while the red and gold—traditional Chinese colors—evoke the liveliness of fire."

The creative team grounded the image of the wild horse with a silhouette design influenced by shadow puppets and traditional print-



making. Acting as a base for the flashes of red and gold, a white background serves as a soothing and elegant canvas."

Gagnon continued, "We wanted to show the energy, strength and graceful-

ness of the animal itself – and we put a lot of effort into featuring those characteristics in the different denominations. We wanted each stamp to be powerful."

"We've used foil in the past to accentuate parts of an image, but in this case, the entire horse on the international stamp was created from embossed foil," explains Alain Leduc, Stamp Design Manager at Canada Post. "It is definitely something special."

Another innovation is seen in the souvenir sheet, center, which is described as a "Transitional" issue, showing the Horse emerging from the Year of the Snake, bottom stamp, into his own stamp.

In keeping with its equine theme, the Official First Day Cover is cancelled at Horseshoe Bay, British Columbia.'

All of the Canada Post Lunar New Year: Year of the Horse issues were printed by Low-Martin.

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